

**IN THE CLAIMS:**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 3, 4, 5, 6, 7, 16, 17, 18, 19, 20, 29, 30, 31-33, 41, and 42 in accordance with the following:

1. (Cancelled)
2. (Cancelled)
3. (Currently Amended) A behavior data fee collection system using a computer, comprising:
  - a data process unit processing data in which a paired series of at least place information including identities of facilities located at a specific place and an associated data content to be provided to a user are described according to a prescribed specification;
  - a behavior data generation unit generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities; and
  - a fee collection unit collecting a fee from a facility in response to the user utilizing place information described in the data based on at least one fee setting method for a service of providing routes to a user, transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.
4. (Currently Amended) A behavior data fee collection system using a computer, comprising:
  - a data process unit processing data in which a paired series of at least place information including identities of facilities located at a specific place and an associated data content to be provided to a user are described according to a prescribed specification;
  - a place data acquisition unit obtaining place data transmitted from the unit;
  - a behavior data generation unit totaling information from obtained place data as behavior data, said behavior data including data relating to facilities visited by a specific user, a

visiting order, and user behavior undertaken at said facilities; and

a behavior data fee calculation unit calculating a fee for use of the behavior data based on at least one fee setting method for a service of providing routes to a user wherein said fee is calculated in response to the user utilizing the place data and transmitting the behavior data to a requesting enterprise, and collecting the fee from the requesting enterprise.

5. (Currently Amended) A behavior data fee collection system using a computer, comprising:

a registration unit storing a user selected route;

a facility data registration unit registering facility data along the user selected route;

a registration fee calculation unit calculating a registration fee when the data are registered; and

a behavior data generation unit generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place and an associated data content to be provided to the user based upon a location of the user and described according to a prescribed specification, using registered facility data, said behavior data generating unit also generating behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities.

6. (Currently Amended) A behavior data fee collection system using a computer, comprising:

a facility data registration unit registering facility data;

a behavior data generation unit generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place and an associated data content to be provided to a user based upon a location of the user and described according to a prescribed specification, using registered facility data, said behavior data generating unit also generating behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities;

a behavior data process unit obtaining information about use of data when the data are generated; and

a charging unit charging a fee against each facility along a route selected by the user wherein said fee is calculated in response to the user utilizing the facility data.

7. (Currently Amended) A behavior data fee collection system using a computer,

comprising:

a facility data registration unit registering facility data;

a behavior data generation unit generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place and an associated data content to be provided to a user based upon a location of the user and described according to a prescribed specification, using registered facility data said behavior data generating unit further generating behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities;

a behavior data process unit obtaining information about use of data when the data are downloaded, when use of the data is started, when each facility is reported in a process of the data or when guidance or advertisement on each facility is presented to a user in a process of the data; and

a charging unit charging a fee against each facility along a route selected by the user wherein said fee is charged in response to the user utilizing the facility data.

8. – 15. (Cancelled)

16. (Currently Amended) A behavior data fee collection method using a computer, comprising:

processing data in which a paired series of at least place information including identities of facilities located at a specific place and an associated data content to be provided a user are described according to a prescribed specification;

a behavior data generation unit generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities; and

collecting a fee from a facility included in the place information described in the data processed by the computer, based on at least one fee setting method for a service of providing routes to a user wherein said fee is calculated in response to the user utilizing the place information, transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.

17. (Currently Amended) A behavior data fee collection method using a computer, comprising:

processing data in which a paired series of at least place information including identities

of facilities located at a specific place and an associated data content to be provided to a user are described according to a prescribed specification;

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities;

obtaining place data transmitted from the unit;

totaling information from obtained place data as behavior data; and

calculating a fee of the behavior data processed by the computer, based on at least one fee setting method for a service of providing routes to a user wherein said fee is calculated in response to the user utilizing the place information, transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.

18. (Currently Amended) A behavior data fee collection method using a computer, to perform an operation comprising:

selecting in a route by a user;

registering in the computer facility data along the route;

calculating a registration fee when the data are registered;

acquiring a location of the user along the route using a user location acquisition unit;

and

generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place are provided to the user based upon the location of the user and described according to a prescribed specification, using registered facility data; and

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities.

19. (Currently Amended) A behavior data fee collection method using a computer, comprising:

registering facility data;

acquiring a location of the user along the route using a user location acquisition unit;

generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place and an associated data content to be provided to the user based upon the location of the user and described according

to a prescribed specification, using registered facility data;

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities;

obtaining information about use of data when the data are generated; and

charging by the computer a fee against each facility along a route selected by the user wherein said fee is calculated in response to the user utilizing the facility data; and

transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.

20. (Currently Amended) A behavior data fee collection method using a computer, comprising:

registering facility data;

acquiring a location of the user along a route using a user location acquisition unit;

generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place and an associated data content to be provided to the user based upon the location of the user and described according to a prescribed specification, using registered facility data;

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities;

obtaining information about use of data when the data are downloaded, when use of the data is started, when each facility is reported in a process of the data or when guidance or advertisement on each facility is presented to the user in a process of the data; and

charging by the computer a fee against each facility along a route selected by the user wherein said fee is calculated in response to the user utilizing the facility data.

21. – 28. (Cancelled)

29. (Currently Amended) A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:

processing data in which a paired series of at least place information including identities of facilities located at a specific place and an associated data content to be provided to the user are described according to a prescribed specification;

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities; and

collecting a fee from a facility included in the place information described in the data based on at least one fee setting method for a service of providing routes to a user wherein said fee is calculated in response to the user utilizing the place information, transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.

30. (Currently Amended) A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:

processing data in which a paired series of at least place information including identities of facilities located at a specific place and an associated data content to be provided to the user are described according to a prescribed specification;

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities;

obtaining place data transmitted from the unit;

totaling information from obtained place data as behavior data; and

calculating a fee of the behavior data based on at least one fee setting method for a service of providing routes to a user wherein said fee is calculated in response to the user utilizing the place information, transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.

31. (Currently Amended) A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:

selecting a route by a user;

registering facility data along the route;

calculating a registration fee when the data are registered;

acquiring a location of the user along the route using a user location acquisition unit;

and

generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place and an associated data

content to be provided to the user based upon the location of the user and described according to a prescribed specification, using registered facility data; and

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities.

32. (Currently Amended) A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:

registering facility data;

acquiring a location of the user along the route using a user location acquisition unit;

generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place and an associated data content to be provided to the user based upon the location of the user and described according to a prescribed specification, using registered facility data;

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities;

obtaining information about use of data when the data are generated; and

charging a fee against each facility along a route selected by the user wherein said facility data is calculated in response to the user utilizing the facility data, transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.

33. (Currently Amended) A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:

registering facility data;

acquiring the location of the user along the route using a user location acquisition unit;

generating data in which a paired series of facility data including at least place information including identities of facilities located at a specific place and an associated data content to be provided to the user based upon the location of the user and described according to a prescribed specification, using registered facility data;

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken

at said facilities;

obtaining information about use of data when the data are downloaded, when use of the data is started, when each facility is reported in a process of the data or when guidance or advertisement on each facility is presented to a user in a process of the data; and

charging a fee against each facility along a route selected by the user wherein said fee is calculated in response to the user utilizing the facility data, transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.

34. – 40. (Cancelled)

41. (Currently Amended) A behavior data fee collection method using a computer to perform an operation, comprising:

registering facility data;

acquiring a location of the user along a route using a user location acquisition unit;

generating a paired series of facility data based upon the location of the user, said facility data including identities of facilities located at a specific place and an associated data content to be provided to the user;

generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specific user, a visiting order, and user behavior undertaken at said facilities;

providing the paired series of facility data to the user;

obtaining information once use of the data is started, about at least one of, how the user uses the data, when each facility is reported in a process of the data and when guidance or advertisement on each facility is presented to the user in a process of the data; and

charging a fee against each facility visited by the user along a route selected by the user wherein said fee is calculated in response to the user utilizing the facility data, transmitting the behavior data to a requesting enterprise, and collecting a fee from the requesting enterprise.

42. (Currently Amended) A behavior data fee collection apparatus, comprising:

a behavior data generating unit generating behavior data from an aggregate of place data, said behavior data including data relating to facilities visited by a specified user, a visiting order, and user behavior undertaken at said facilities; and

a fee collection unit collecting a fee from a facility in response to providing to a user route information relating to the facility, transmitting the behavior data to a requesting enterprise, and



collecting a fee from the requesting enterprise.